

PATENT ABSTRACTS OF JAPAN

(11)Publication number : **11-038410**

(43)Date of publication of application : **12.02.1999**

(51)Int.Cl. G02F 1/1335

(21)Application number : **09-194620** (71)Applicant : **SHARP CORP**

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(54) LIQUID CRYSTAL DISPLAY DEVICE

(57)Abstract:

PROBLEM TO BE SOLVED: To keep excellent display quality under various environments from a bright place to a dark place and to reduce power consumption.

SOLUTION: A backlight unit 11 provided with a diffusion plate 5, a light guide plate 4, a white reflection plate 3 and an edge light system cold cathode tube 1 is arranged on a back surface side of a guest host liquid crystal display panel 10. It is used as a transmission type liquid crystal display device by turning the edge light system cold cathode tube 1 on in the dark place. It is used as a reflection type liquid crystal display device by reflecting peripheral light with the white reflection plate 3 without turning the edge light system cold cathode tube 1 on in the bright place.

